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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 26

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Broadcasting Jun 26

Vol. 116 No. 26

Hearing from the media...

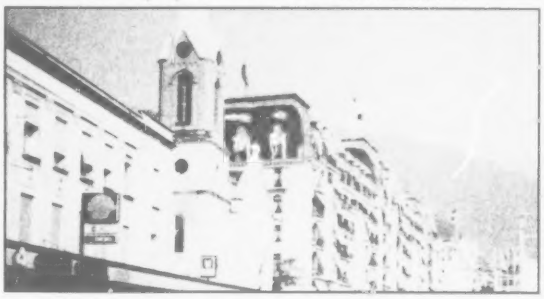
Senate subcommittee hearing brings Hollywood and TV networks under one roof to debate fin-syn; subcommittee also puts cable under tough scrutiny. **PAGES 27, 29.**

SCI Television: restructuring debt...

Company begins restructuring of $1.3 billion in debt; whether it will leave SCI's current ownership structure intact is not certain. **PAGE 31.**

HDTV from all sides...

At international symposium at Montreux Palace in



Montreux, Switzerland (above), engineers talk high-definition television. **PAGE 47.**

30/ **NAB BOARD MEETS**

National Association of Broadcasters' joint board issues guidelines on telco entry; TV board calls for action on compulsory license, and radio board outlines major strategy for revitalizing AM radio.

33/ **SAME BAT CHANNEL**

Pre-release hype of Warner

Bros.' "Batman" brings renewed interest in original TV series.

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Pictures from China—of students demonstrating in Tiananmen Square and later confronting soldiers and tanks—add to accumulating evidence of TV's power to drive policy. As one observer said: "The most powerful discourse is not spoken, it is shown."

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New Jersey broadcasting consultant gives FCC proposal to "rescue stand-alone AM stations."

53/ **PPV INVESTOR**

Walt Disney Pictures and Television invests in Viewer's Choice pay-per-view network.

L-r, seated: Bob Banner, Elton Rule; l-r standing: Gary Pudney, I. Martin Pompadur

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Four broadcasting veterans form new production company, Paradigm Entertainment, to develop and produce TV programing.

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Gannett's Cecil Walker has built his reputation on paying attention to detail—and people.

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Direct Broadcast Satellites

Crossownership

High-Definition TV

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,953	263	5,216
Commercial FM	4,200	733	4,933
Educational FM	1,393	255	1,648
■ Total Radio	10,546	1,251	11,797
FM translators	1,728	341	2,069
Commercial VHF TV	547	23	570
Commercial UHF TV	524	215	739
Educational VHF TV	122	5	127
Educational UHF TV	218	27	245
■ Total TV	1,411	270	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes all-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

request of cable TV officials.

In addition, we have the distinction of being televised during our regular weekday morning drive program every day. The cameras were installed in our radio studios, along with monitors, switchers, VCR and other videotape equipment—and it's become second hat to our engineers. End result: the warm relationship between Heritage Cablevision and WNRI bears fruit for both of our audiences, and the arrangement is quite similar to the one in northern Ohio listed as experimental.

Thanks for the continued good reading.—*Bob Allen, co-owner/operations manager, WNRI-AM; Woonsocket, R.I.*

Priorities

EDITOR: Regarding your June 5 editorial on Everett Koop's approval of findings of the Workshop on Drunk Driving and your preference for the minority report which alleges that there is insufficient research to support Koop's comments:

Agreed, tough laws and sentences along with education are important in combating drunk driving—and especially if the education is started and continued early in the lives of young children.

But what would your writer's attitude have been if a near relative—perhaps a child—had been among the over 20,000 who die each year because of drunk driving? Your concern for manufacturers, advertisers and consumers of a "legal product" might be tempered by consideration of whether that product is really beneficial just because it's "legal." Those of us who, after viewing the evidence, feel sincerely that alcoholic beverages are of truly questionable value, would remind you that they are not necessities of life.

I've been assured more than once that taxes on alcoholic drinks fall far short of covering the costs of enforcement, and having chosen on pure practical grounds not to use the stuff, I am less than happy about being forced to contribute through my taxes to what you appear to admit is a major problem.

I remember your protestations a few years ago on the loss to broadcasters from discontinuing cigarette advertising. But smoking has been and is being reduced, and lives are being saved—and the broadcasting industry has survived. Mr. Koop and his profession base their findings on overwhelming facts. Saving lives is considerably more important than broadcasting profits.—*J.H. Platz, Northwest Monitoring Service, Pendleton, Ore.*

Uplink update

EDITOR: The National Association of Broadcasters exhibit review in your May 15 issue was very enjoyable. I am sure that many exhibitors who were unable to spend much time on the exhibit floor taking in the sights appreciated your efforts.

I must express some concern over the section about satellite news vehicles. The statement made by Mr. Waylan of GTE concerning the pricing of satellite news vehicles was not entirely accurate. Mr. Waylan's statement that the $330,000 GTE/Wolf Coach unit is "$100,000 to $150,000 less expensive than other SNV's with similar capabilities," without defining those similarities, is misleading. A network-acceptable Midwest S-23 can be supplied for less than $300,000. In fact, an S-23 with a redundant phase-combined TWT amplifier can be obtained for a price in that $330,000 range.

It is true that the inclusion of the equipment packages many stations add can (and does) increase the delivered price of some units above the $350,000 plateau. However, Midwest has delivered many fully operational systems for prices within the $330,000 range. In fact, the Midwest S-18, a small mobile uplink system using a 1.8-meter antenna, is available for approximately $230,000 (less communications).

The facts are that while mobile uplink systems have not dropped significantly in price, they have undergone improvements from both an equipment and design standpoint. The current buyer of satellite news vehicles is safe in the knowledge that his unit is based on experience and proved technology. It is important for the station considering the purchase of a mobile uplink system to fully investigate the products available, and to be confident in the fact that manufacturers make every effort to provide a system which is both cost-effective and functional. After all, if our products are excessively priced, very few will be able to utilize the capabilities of the GTE satellites.—*Michael J. Perry, mobile unit sales manager, Midwest Communications Corp., Edgewood, Ky.*

Solution: staffing

EDITOR: I would like to respond to the interesting "Monday Memo" of May 22 by Ted Snider. I think Mr. Snider has some good valid solutions to a bad situation. But I see a bigger problem.

How could anyone expect the FCC to accomplish major reform when it is in a deregulation mode and has only three commissioners at the helm and two of them want out now? (And the third, James Quello, is upset with radio broadcasters for leading a citizens' revolt against a congressional pay raise!)

Reagan, Bush, Mark Fowler and Dennis Patrick have done a fine job of de-clawing the FCC and broadcasters cannot have it both ways...either you have deregulation or you have a strong FCC.

If broadcasters want a strong FCC, why not pressure Bush and the Congress to appoint new commissioners? Why not have the National Association of Broadcasters put some pressure on for some FCC help for AM? I don't remember any strong opposition to the FCC's epitome of deregulation: "Let the marketplace decide" when AM was saddled with a stereo system that isn't practical.

Mr. Snider concludes that "the FCC has the authority to address and solve these problems." So how does this shell of a commission operate with so little help and support?—*Stanley Lichtenstein, general manager, noncommercial KCHM-AM; Hayward, Calif.*

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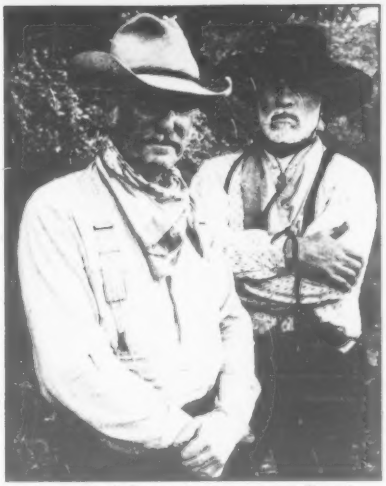
CBS's 'Till We Meet Again'



...and last season's 'Lonesome Dove'

out to eat."

Tony Masucci, senior vice president, mini-series and motion pictures for television at NBC, said: "The standard for mini-series is four to six hours," and he expects that *War and Remembrance* will probably be the last of the longer-form mini-series. Masucci also disputed the traditional notion that mini-series don't perform well in May, especially those with a heavy dramatic theme, the logic being that when the weather improves and children get out of school, viewers tend to engage in more outdoor activities. "If you schedule something viewers want to see, they'll be there," he said, citing a recent two-parter on NBC which aired in late May. The program, *I Know My First Name is Steven*, was about a teenager who is returned to his family seven years after being kidnapped. The four-hour mini-series averaged a 39 share on the Sunday and Monday nights it aired.

Masucci also said he believed that period pieces continue to be viable themes, citing the ratings success of CBS's *Lonesome Dove*. "If the story is compelling enough, it doesn't really matter what the theme is. Besides, it's all really a crap shoot, and you just try to make them as good as possible and hope there's an audience."

ABC has announced three mini-series for next season with a fourth to be announced. Two of the series, Stephen King's novel "IT" and *The Kennedys of Massachusetts*, based on the book "The Fitzgeralds and the Kennedys," are six hours long, with *Small Sacrifices*, starring Farrah Fawcett, running four hours. Sabinson said *Small Sacrifices* is a probable candidate to air during the November sweeps, with *IT* and *The Kennedys of Massachusetts* probably airing after January of 1990 in either the February or May sweeps.

"IT," one of King's most popular novels, is the story of seven childhood friends who must return to the town where they grew up 30 years earlier to confront an evil force. *IT* will be directed by George Romero and is a Lorimar production.

The Kennedys of Massachusetts covers 55 years in the lives of the Kennedy clan. The cast includes Charles Durning, Annette O'Toole, William Petersen and Tracy Pollan. The mini-series is produced by Edgar J. Scherick Inc., in association with Commonwealth Productions Inc.

CBS has two five-hour mini-series and a four-hour mini-series set for next season. *Family of Spies: The Walker Spy Ring*, currently in production in Los Angeles and Vienna, is the true story of John Walker Jr., who sells military secrets to the Soviets and eventually lures his best friend and several family members into the operation. The five-hour series is produced by Black Den Productions in association with Phoenix Entertainment Group, and stars Powers Boothe and Lesley Ann Warren.

The other five-hour mini-series is the adaptation of the Judith Krantz novel "Till We Meet Again." Starring Bruce Boxleitner, Courtney Cox, Barry Bostwick and Michael York, the mini-series is about three women and their lives during the first and second World Wars. This will be the fourth Krantz novel to be adapted as a mini-series on CBS, following *Scruples*, *Mistral's Daughter* and *I'll Take Manhattan*. The mini-series is produced by Steve Krantz Productions in association with Yorkshire Television.

The third, a four-hour mini-series, is called *Common Ground*, about desegregation in Boston and three families that are torn apart during the social upheaval in that city. NBC has announced seven mini-series for next season, but Masucci said the network may reduce that number to six. Of the seven announced series, only one, *Desperados: The Kiki Camarena Story*, is six hours long; the rest are four hours long. The lone six-hour series is based on the true story of a drug enforcement agent whose life and death reveal the greed, corruption and violence of South America's drug cartels and their links to members of the Mexican government. Produced by ZZY Inc. Productions, Michael Mann is executive producer. The cast includes Treat Williams, Steven Bauer, Craig T. Nelson and Elizabeth Pena.

Blind Faith, produced by NBC Productions, is based on the best-selling novel by Joe McGinnis about an affluent businessman in New Jersey who arranges to have his wife murdered.

Cross of Fire, starring John Heard and Mel Harris, is about a young women who dies at the hands of a Ku Klux Klan leader. Set in Indiana during the 1920's, the series is produced by Leonard Hill Films.

The Godfather Wars, inspired by actual events, is about a young Italian-American who becomes obsessed with apprehending members of a major mafia family, some of whom were childhood rivals. The series is produced by Daniel H. Blatt Productions.

People Like Us, based on a novel by Dominick Dunne, is about a journalist obsessed with avenging his daughter's murder. Chuck McLain is executive producer of the ITC Productions project.

Phantom of the Opera, written by Arthur Kopit, and based on the novel by Gaston Leroux, is the story of a masked figure who haunts the Paris Opera House and risks his life to win the heart of the woman he loves. *Phantom of the Opera* is produced by Saban/Scherick Productions.

The Rock Hudson Story chronicles the actor's life and his death from AIDS. Stan Margulies is executive producer for the PKE Productions mini-series. —SC

NBC wins, Fox debuts, in May market-by-market sweeps

Network makes it five in a row; Arbitron includes Fox Broadcasting in network daypart estimates

The old news in Arbitron's May market-by-market sweeps report was that NBC won again (BROADCASTING, March 6), its fifth sweeps victory and its 16th win in the last 17 tries. The "man bites dog" of that report, however, was that for the first time, audience for Fox Broadcasting programing was included head-to-head with ABC, CBS and NBC in network prime time daypart estimates.

According to Arbitron, it was responding to requests by clients, who "are increasingly buying and evaluating Fox as a network," the company said in an information sheet sent to client stations announcing the change. Arbitron spokeswoman Nan Myers said the company is "treating Fox as a network" in terms of the prime time daypart. "They [Fox] asked, and although they don't meet FCC definition [of a network], many agencies are buying them as a network," Myers said.

Fox-affiliated "independent" stations are identified as simply "FOX" (rather than IND, as are independents) in the listing of stations on the first page of the report. According to Arbitron, some independent Fox affiliates have requested that they be identified as FOX(IND), and it is considering adopting that dual identification in the July report.

The prime time network daypart tally for May showed NBC first in 129 markets (including 4 ties), down six from May 1988,

when it recorded 135 wins, including four ties; CBS took 57 wins, with eight ties, one above last May's 56 wins, including seven ties; ABC had 25 wins, including four ties, compared with 27 wins and three ties in May 1988. In its initial outing, Fox programing was tops in three markets: Las Vegas; Great Falls, Mont., and Tuscaloosa, Ala.

The following is a market-by-market list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday 7-11 p.m.). Numbers are in thousands (add 000). Boldface numbers indicate market winners. Dashes indicate no primary or secondary affiliation in market.

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ADI (rank)	1989 TSA households (000) ABC	CBS	NBC	Fox
Abilene-Sweetwater, Tex. (156)	14	14	**21**	—
Albany, Ga. (153)	4	—	**51**	10
Albany-Schenectady-Troy, N.Y. (53)	61	66	**88**	21
Albuquerque, N.M. (56)	48	41	**69**	18
Alexandria, La. (166)	6	—	**40**	—
Alpena, Mich. (211)	—	**5**	—	—
Amarillo, Tex. (116)	23	21	**24**	6
Anniston, Ala. (192)	—	**11**	—	—
Ardmore-Ada, Okla. (175)	15	**17**	14	—
Atlanta (12)	157	185	**231**	107
Augusta, Ga. (104)	34	**35**	25	—
Austin, Tex. (69)	37	**48**	38	21
Bakersfield, Calif. (145)	17	**19**	**19**	—
Baltimore (22)	134	123	**147**	46
Bangor, Me. (157)	14	21	**23**	—
Baton Rouge (93)	45	**48**	45	—
Beaumont-Port Arthur, Tex. (126)	26	**35**	34	—
Bend, Ore. (207)	—	—	**4**	—
Billings-Hardin, Mont. (164)	9	**15**	12	—
Biloxi-Gulfport-Pascagoula, Miss. (158)	**29**	—	—	10
Binghamton, N.Y. (136)	13	**38**	19	—
Birmingham, Ala. (47)	68	35	**105**	—
Bluefield-Beckley-Oak Hill, W.Va. (144)	14	—	**31**	—
Boise, Idaho (137)	17	15	**26**	13
Boston (6)	295	245	**340**	115
Bowling Green, Ky. (193)	**20**	—	—	—
Bristol, Va.-Kingsport-Johnson City, Tenn. (87)	17	41	**60**	11
Buffalo, N.Y. (38)	77	71	**100**	9
Burlington-Plattsburgh, Vt. (92)	12	38	**41**	—
Butte, Mont. (188)	5	**8**	6	—
Casper-Riverton, Wyo. (191)	—	5	**10**	—
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	40	32	**55**	1
Charleston, S.C. (108)	26	38	**42**	13
Charleston-Huntington, W.Va. (51)	54	62	**103**	35
Charlotte, N.C. (31)	79	**108**	57	50
Charlottesville, Va. (198)	—	—	**10**	—
Chattanooga (83)	37	41	**53**	9
Chynne, Wyo.-Scttsblff, Neb.-Sring, Colo. (186)	—	**11**	—	—
Chicago (3)	424	295	**466**	194
Chico-Redding, Calif. (143)	**23**	19	18	—
Cincinnati (29)	89	96	**116**	65
Clarksburg-Weston, W.Va. (162)	—	**25**	20	—
Cleveland (11)	223	184	**237**	103
Colorado Springs-Pueblo (99)	32	29	**35**	12
Columbia, S.C. (86)	21	30	**73**	14
Columbia-Jefferson City, Mo. (151)	12	22	**25**	—
Columbus, Ga. (115)	**35**	30	17	10
Columbus, Ohio (33)	83	95	**123**	31
Columbus-Tupelo, Miss. (131)	7	31	**43**	—
Corpus Christi, Tex. (122)	**27**	22	25	—
Dallas-Fort Worth (8)	**236**	198	212	59
Davenport, Iowa-Rock Island-Moline, Ill. (79)	38	39	**52**	1
Dayton, Ohio (49)	57	**75**	64	26
Denver (19)	126	105	**158**	48
Des Moines (66)	37	52	**57**	13
Detroit (7)	235	204	**324**	156
Dothan, Ala. (159)	6	**35**	—	—
Duluth, Minn.-Superior, Wis. (123)	23	19	**25**	—
El Centro-Yuma, Calif. (181)	5	4	**7**	—
El Paso, Tex. (102)	26	22	**33**	11
Elmira, N.Y. (169)	9	—	**15**	—
Erie, Pa. (141)	19	16	**34**	—
Eugene, Ore. (120)	**22**	**22**	14	1
Eureka, Calif. (187)	—	**7**	**7**	—
Evansville, Ind. (91)	42	30	**39**	19
Fargo, N.D. (109)	23	23	**26**	10
Flagstaff, Ariz. (205)	—	—	**6**	—
Flint-Saginaw-Bay City, Mich. (58)	62	31	**80**	24
Florence, S.C. (132)	16	**44**	—	—
Fort Myers-Naples, Fla. (98)	19	**38**	**38**	18
Fort Smith, Ark. (140)	17	**28**	20	—
Fort Wayne, Ind. (101)	**35**	30	**35**	14
Fresno-Visalia, Calif. (62)	45	43	**56**	40
Gainesville, Fla. (167)	**18**	—	—	—
Glendive, Mont. (212)	—	**1**	**1**	—
Grand Junction, Colo. (179)	5	**10**	2	—
Grnd Rapids-Kalamazoo-Battle Crk, Mich. (37)	70	61	**85**	36
Great Falls, Mont. (182)	10	8	6	**11**
Green Bay-Appleton, Wis. (67)	57	46	**61**	14
Greensboro-Winston Salem-High Point, N.C. (48)	58	76	**82**	20
Greenville-New Bern-Washington, N.C. (106)	25	39	**56**	—
Greenville-Asheville-Spartanburg, S.C. (36)	71	88	**114**	27
Greenwood-Greenville, Miss. (170)	**17**	11	—	—
Hagerstown, Md. (196)	—	—	**17**	—
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	45	49	**99**	22
Harrisonburg, Va. (199)	**15**	—	—	—
Hartford-New Haven, Conn. (23)	93	**138**	92	61
Helena, Mont. (209)	—	—	**4**	—
Houston (10)	185	156	**197**	102
Huntsville-Decatur-Florence, Ala. (80)	30	45	**48**	14
Idaho Falls-Pocatello (160)	10	13	**16**	—
Indianapolis (26)	98	109	**120**	44
Jackson, Miss. (85)	21	54	**60**	12
Jackson, Tenn. (180)	**27**	—	—	2
Jacksonville, Fla. (57)	36	**68**	66	25
Johnstown-Altoona, Pa. (88)	11	48	**74**	13
Jonesboro, Ark. (176)	**25**	—	—	—
Joplin, Mo.-Pittsburg, Kan. (121)	26	25	**27**	—
Kansas City, Mo. (30)	85	**97**	91	45
Knoxville, Tenn. (60)	47	46	**67**	11
La Crosse-Eau Claire, Wis. (129)	16	23	**35**	3
Lafayette, Ind. (194)	—	**8**	—	—
Lafayette, La. (113)	31	**50**	—	14
Lake Charles, La. (173)	—	—	**33**	5
Lansing, Mich. (105)	—	38	**39**	—
Laredo, Tex. (199)	3	2	**4**	—
Las Vegas (94)	25	36	39	**43**
Laurel-Hattiesburg, Miss. (165)	—	6	**27**	—
Lexington, Ky. (75)	36	**55**	46	14
Lima, Ohio (197)	—	—	**15**	—
Lincoln-Hastings-Kearney, Neb. (95)	16	**37**	12	—
Little Rock, Ark. (55)	59	58	**76**	10
Los Angeles (2)	483	453	**632**	394
Louisville, Ky. (46)	46	77	**81**	27
Lubbock, Tex. (150)	12	18	**20**	8
Macon, Ga. (130)	17	**36**	20	—
Madison, Wis. (90)	30	**38**	37	17
Mankato, Minn. (208)	—	**10**	—	—
Marquette, Mich. (184)	—	**14**	—	—
McAllen-Brownsville, Tex. (114)	22	22	**23**	—
Medford, Ore. (152)	10	14	**27**	—
Memphis (41)	49	86	**113**	13
Meridian, Miss. (177)	**14**	6	5	—
Miami (14)	159	89	**160**	109
Milwaukee (28)	83	75	**112**	36
Minneapolis-St. Paul (13)	123	**152**	140	43
Minot-Bismarck-Dickinson, N.D. (148)	6	18	**24**	—
Missoula, Mont. (174)	13	10	**14**	—
Mobile, Ala.-Pensacola, Fla. (63)	44	67	**73**	19
Monroe, La.-El Dorado, Ark. (118)	12	**50**	30	—
Montgomery-Selma, Ala. (107)	12	29	**57**	14
Nashville (32)	71	112	**130**	21
New Orleans (35)	67	**107**	103	33
New York (1)	843	693	**949**	675
Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va. (42)	59	73	**84**	26
North Platte, Neb. (210)	—	—	**6**	—
Odessa-Midland, Tex. (146)	19	**20**	**20**	5
Oklahoma City (39)	57	83	**90**	26
Omaha (72)	50	39	**54**	18
Orlando-Daytona Beach-Melbourne, Fla. (25)	112	103	**143**	56
Ottumwa, Iowa-Kirksville, Mo. (204)	**14**	—	—	2
Paducah, Ky.-Cape Girardeau, Mo. (76)	28	54	**58**	12
Palm Springs, Calif. (178)	**8**	—	**8**	—
Panama City, Fla. (171)	13	—	**24**	1
Parkersburg, W.Va. (183)	—	—	**8**	—
Peoria-Bloomington, Ill. (110)	27	23	**35**	13
Philadelphia (4)	375	315	**424**	175
Phoenix (20)	103	117	**123**	53
Pittsburgh (16)	**170**	167	163	53
Portland, Ore. (27)	79	85	**100**	29
Portland-Poland Spring, Me. (73)	41	35	**49**	11
Presque Isle, Me. (203)	—	7	**8**	—
Providence, R.I.-New Bedford, Mass. (44)	69	59	**92**	15
Quincy, Ill.-Hannibal, Mo. (154)	—	22	**25**	—

ADI (rank)	1989 TSA households (000) ABC	CBS	NBC	Fox
Raleigh-Durham, N.C. (34)	82	**87**	48	31
Rapid City, S.D. (168)	**17**	3	12	—
Reno (119)	**22**	16	21	10
Richmond, Va. (61)	55	**65**	62	24
Roanoke-Lynchburg, Va. (70)	32	**59**	52	6
Rochester-Austin, Minn.-Mason City, Iowa (147)	18	13	**20**	—
Rochester, N.Y. (71)	46	44	**51**	21
Rockford, Ill. (139)	24	25	**31**	9
Roswell, N.M. (195)	—	**10**	—	—
Sacramento-Stockton, Calif. (21)	102	105	**147**	85
St. Joseph, Mo. (189)	**13**	—	—	—
St. Louis (18)	110	142	**192**	40
Salinas-Monterey-San Jose, Calif. (111)	34	16	**35**	10
Salisbury, Md. (163)	11	**23**	12	—
Salt Lake City (40)	59	59	**79**	18
San Angelo, Tex. (190)	—	**10**	—	2
San Antonio, Tex. (43)	61	69	**87**	22
San Diego (24)	87	**92**	85	58
San Francisco-Oakland-San Jose (5)	233	219	**256**	222
Santa Barbara-Santa Maria-San Luis Obispo, Calif. (112)	**20**	16	18	—
Sarasota, Fla. (155)	**19**	—	—	—
Savannah, Ga. (103)	14	**40**	33	6
Seattle-Tacoma (15)	131	103	**160**	55
Shreveport, La.-Texarkana, Tex. (65)	52	59	**64**	14
Sioux City, Iowa (128)	23	8	**29**	—
Sioux Falls-Mitchell, S.D. (100)	30	**37**	19	2
South Bend-Elkhart, Ind. (84)	37	44	**60**	—
Spokane, Wash. (77)	40	37	**47**	15
Springfield, Mass. (96)	30	—	**42**	—

ADI (rank)	1989 TSA households (000) ABC	CBS	NBC	Fox
Springfield, Mo. (82)			54	
Springfield-Decatur-Champaign			54	
Syracuse, N.Y. (68)			58	
Tallahassee, Fla.-Thomasville, Ga.		48		
Tampa-St.Petersburg-Sarasota			222	
Terre Haute, Ind. (126)			31	
Toledo, Ohio (64)			63	
Topeka, Kan. (138)	24			
Traverse City-Cadillac, Mich.		35		
Tucson, Ariz. (61)			64	
Tulsa, Okla. (54)	63	53	63	
Tuscaloosa, Ala. (185)				24
Twin Falls, Idaho (209)		6		
Tyler-Longview, Tex. (124)	34			
Utica, N.Y. (161)			24	
Victoria, Tex. (206)			6	
Waco-Temple, Tex. (97)		44		
Washington (9)			237	
Watertown-Carthage, N.Y.		16		
Wausau-Rhinelander, Wis.		28		
West Palm Beach-Ft. Pierce			81	
Wheeling, W.Va.-Steubenville, Ohio			49	
Wichita-Hutchinson, Kan.		52		
Wichita Falls, Tex.-Lawton, Okla.			23	
Wilkes Barre-Scranton, Pa.	76			
Wilmington, N.C. (149)			18	
Yakima, Wash. (127)		23	23	
Youngstown, Ohio (89)			36	
Zanesville, Ohio (201)			6	

Syndication Marketplace

Trial By Jury, a new daily half-hour first-run series hosted by Raymond Burr, has been cleared in 100 markets, including all of the top 10 markets. The barter strip (distributed by **Viacom**) has been sold to NBC O&O's in New York (WNBC-TV), Chicago (WMAQ-TV), Washington (WRC-TV) and Cleveland (WKYC-TV). It has also cleared with Cox, Meredith, Fox, Chris-Craft, Hearst, LIN, Viacom and Bonneville station groups. Premiering Sept. 11, the series will dramatize court cases, with Burr guiding viewers through each program, setting up the case, highlighting key testimony, and summarizing evidence. At the conclusion of each trial, a jury will arrive at a verdict. *Trial By Jury* is a dick clark production in association with Bob Stewart Productions.

□

MCA TV's *Lassie*, the new, weekly half-hour series for first-run syndication that marks the return of the world's most beloved Collie, has been cleared in 142 markets representing 95% of the U.S. The canine drama has cleared all of the 60 top markets, including 95 of the top 100, and is slated for a premiere this fall. Lassie stars Dee Wallace Stone ("E.T."), Christopher Stone, Will Nipper and Wendy Cox, as well as a seventh-generation descendant of the original television Collie. Jon Provost, who portrayed "Timmy" when the original series aired from 1957-64, has a recurring role in the new series. *Lassie*, an Al Burton Production, is a co-venture of Palladium Entertainment and MCA TV.

□

The Video Store, a television program created exclusively for the more than 150 million VCR owners in the U.S., has been given a firm go to air beginning this fall. Co-distributors **All American Television** and **MG Perin Inc.** announced that the weekly half-hour series has cleared 65% of the country and all of the top 10 markets, including WNBC-TV New York, WPWR(TV) Chicago, KNBC-TV Los Angeles, KYW-TV Philadelphia, WBZ-TV Boston and KPIX(TV) San Francisco. Co-hosts (yet to be named) will feature the latest information on the hottest video releases, classic "oldies," "sleeper" video feature films, alternative viewing choices and children's programming. *The Video Store* is produced by Bluebonnet Productions, and is being offered to stations on a barter basis (3½ minutes local and 3 minutes national commercial time). In related news, All American also announced that *Crime Stoppers 800* added WNBC-TV to its list of 65 stations set to clear the show for fall 1989.

Genesis Entertainment has sold *The Best of the National Geographic* through the 1993-94 syndication season on [illegible] TV stations representing 81.7% of the country. Stations committing to the programs for a six-year cash license period are WNBC-TV New York, WTTW(TV) Chicago, WJLA-TV Washington, WSB-TV Atlanta, WWL-TV New Orleans and KOIN-TV Portland, Ore. As part of the deal, TV season, *The Best of the National Geographic* will celebrate its 25th year on television. Genesis also announced that it has awarded the barter sales for *The Byron Allen Show* to Television Program Enterprises. TPE sells the national advertising time for barter shows including *Star Search*, *Lifestyles of the Rich and Famous* and *Entertainment Tonight*.

Buena Vista Television has cleared 90% of the U.S. TV market and all of the 30 top ADI's for the upcoming *Walt Disney World 4th of July Spectacular*. The two-hour prime time barter offering will broadcast live (8-10 p.m. ET) from Walt Disney World in Orlando, Fla. The first annual event in 1988 had an original 94% clearance rate with a 7.2 national rating, and beat ABC's 8.4 rating and 99% clearance with its *Starspangled Celebration*, according to a Disney spokeswoman. Tribune Broadcasting System is renewing the show for all six of its O&O stations (covering the top three markets), and six Fox-owned stations have run the tally to 120 stations in the fold.

This year's July 4th celebration will premiere nationally revised tours of two newly opened Walt Disney World attractions — Pleasure Island, the nighttime entertainment district, and Typhoon Lagoon, a state-of-the-art water theme park. NBC's Today show weatherman Willard Scott and Gretchen Carlson, Miss America 1989, will host coverage of the Walt Disney Parades. Entertainers include the Temptations, the pop-rock group New Kids on the Block and gospel singer Sandi Patti.

DLT Entertainment Ltd.'s *The Mystery Wheel of Adventure* movie package has been cleared in all of the top 30 markets and has reached a 70% clearance level in the U.S., the company announced. The feature package, premiering this fall, include six movies based on Leslie Charteris's novels featuring *The Saint* and adaptations of Dick Francis's mystery novels, including "Blood Sport," "Twice Shy" and "In the Frame." Another pre-sold international feature will be announced shortly.

$30 million ad blitz planned for 'Chip 'N Dale'

Buena Vista Television will launch new children's show with advertising campaign 'unprecedented' in scope

Buena Vista Television (BVT) said last week it would launch its new children's show, *Chip 'N Dale's Rescue Rangers*, with a $30 million marketing campaign, including a nationwide electronic and print media advertising blitz, promotional contests, merchandising tie-ins with two big advertisers—McDonald's and Kellogg's—as well as marketing and promotional tie-ins with the various Disney theme parks.

Buena Vista executives, speaking to reporters in New York last week, also revealed plans to reduce the clutter of credits and some local commercial time between *Chip 'N Dale* and its companion show, *Duck Tales*, to create a so-called "seamless flow" of programing throughout the one-hour block.

Chip 'N Dale, premiering in September, is the second program in a planned two-hour block of animated children's shows BVT is developing under the *Disney Afternoon* banner. The first program in the *Duck Tales* block, launched two seasons ago, is currently the number-one children's program. Two additional half-hour shows are scheduled to debut in syndication in the fall of 1990, *Tale Spin* and *Gummi Bears*, completing the *Disney Afternoon* schedule.

Carole Black, BVT senior vice president, marketing, said the marketing campaign, which the company called "unprecedented" in scope, is designed to get *Chip 'N Dale* sampled by viewers. And with what most assume will be a strong lead-in from top-ranked *Duck Tales*, the two shows will "form the cornerstone" of *Disney Afternoon* in 1990, said Black.

New prime time record: 52 weekly wins for NBC

NBC set another all-time record for prime time ratings wins, taking 52 consecutive weeks as the number one network. For the year ended June 18 (week nine of the 1989 summer season), NBC finished with a 14.4 rating and a 25 share for all prime time telecasts. CBS and ABC tied for second place, each posting an 11.6/20 for the same period. NBC's winning spread was slightly greater in terms of ratings for regular series broadcasts; here, NBC posted a 14.5/25 over CBS's 11.8/20 and ABC's 11.7/20, according to Nielsen figures.

This record-setting win complements NBC's fourth consecutive season win—along with its fourth sweeps victory.

Over the course of the year, NBC had the top ranked program 31 weeks. The network finished in first place on 196 nights, and took second place on 105 nights. The nightly wins were Monday, Wednesday, Thursday and Saturday.

□

For the week ended June 18, week 39 of the 1988-89 season, NBC won with an 11.6/22.2. CBS followed with a 10.2/19.5, and ABC had a 9.2/17.5. ABC's repeat broadcast of *Roseanne* took the top slot with a 19.1/31. A repeat of *Cheers* on NBC came in second with an 18/32. The final game of the NBA finals (L.A. Lakers vs Detroit Pistons) ranked fourth for the week, giving CBS a 17.4/31 for the telecast. Fox's top program for the week, *Married...With Children*, pulled in an 8.6/17 to rank 45th.

On Sunday night, the top-ranked movie was NBC's *Perry Mason: The Case of the Murdered Madame*, which ranked fifth with a 16.7/30. The CBS Sunday movie, *Deadly Care*, ranked 32d with an 11.5/20. ABC's movie, the theatrical "Star Trek II: The Wrath of Khan," garnered an 11.1/20.

In evening news, ABC's *World News Tonight* and the CBS Evening News tied for first place with a 9.3/20, followed by the *NBC Nightly News*' 8.6/19.

NBC took three nights during the week, Wednesday, Thursday and Saturday. ABC took Tuesday and Friday, while CBS won Monday and Sunday.

Nielsen	Net			
1	19.1/31	A	Roseanne
2	18.0/32	N	Cheers
3	17.6/34	N	Cosby Show
4	17.4/31	C	NBA Finals, game 4
5	16.7/30	N	NBC Sunday Movie
6	16.1/31	N	Different World
7	15.9/33	N	Empty Nest
8	15.7/28	N	Dear John
9	15.3/33	N	Golden Girls
10	15.1/26	C	Newhart
11	15.1/28	N	Unsolved Mysteries
12	15.0/26	A	Wonder Years
13	14.9/25	C	Designing Women
14	14.7/30	C	Murder, She Wrote
15	14.3/23	A	Have Faith
16	14.3/26	A	Who's the Boss?
17	13.9/24	N	Matlock
18	13.7/24	N	Night Court
19	13.5/23	C	Murphy Brown
20	13.1/32	C	60 Minutes
21	12.9/26	A	20/20
22	12.9/24	N	L.A. Law
23	12.8/24	N	ALF
24	12.7/27	N	Hunter
25	12.6/21	N	In the Heat of the Night
26	12.1/23	A	Growing Pains
27	12.1/23	C	Doctor, Doctor
28	12.0/21	N	Hogan Family
29	11.9/26	A	Full House
30	11.7/20	C	Jake and the Fatman
31	11.6/20	N	My Two Dads
32	11.5/20	C	CBS Sunday Movie
33	11.4/24	A	Mr. Belvedere
34	11.3/23	A	Just the Ten of Us
35	11.1/20	A	ABC Sunday Movie
36	11.1/20	C	CBS Thursday Movie
37	11.0/20	A	Head of the Class
38	10.8/20	N	Miami Vice
39	10.7/24	A	Perfect Strangers
40	10.5/19	A	MacGyver
41	10.0/18	A	thirtysomething
42	9.6/22	N	Amen
43	9.3/16	N	NBC Monday Movie
44	8.8/18	C	CBS Friday Movie
45	8.6/17	F	Married...With Children
46	8.5/15	A	ABC Monday Movie
47	8.4/15	C	Heartland
48	8.3/16	C	Wiseguy
49	8.3/18	F	America's Most Wanted
50	8.1/16	C	48 Hours
51	8.0/15	C	Kate and Allie
52	7.9/14	N	Destined to Live
53	7.8/19	N	227
54	7.7/14	A	China Beach
55	7.7/17	N	Highway to Heaven
56	7.3/16	N	Family Ties
57	7.2/15	N	NBC Movie of the Week
58	7.1/13	C	Hard Time on Planet Earth
59	7.0/12	A	Hooperman
60	6.8/13	N	Day by Day
61	6.6/12	C	Tour of Duty
62	6.5/14	A	ABC Thursday Night Baseball
63	6.5/14	C	West 57th
64	6.0/13	A	North and South Book II, part 6
65	6.0/10	A	Robert Guillaume Show
66	5.9/12	C	Tour of Duty
67	5.7/13	C	Beauty and the Beast
68	5.4/13	A	Mission: Impossible
69	5.4/13	C	Paradise
70	5.4/13	N	Magical World of Disney
71	5.0/12	F	21 Jump Street
72	4.8/12	F	Cops
73	4.6/11	A	Incredible Sunday
74	4.0/7	F	Garry Shandling's Show
75	4.0/9	F	Reporters
76	3.8/8	A	Have Faith
77	3.5/6	F	Tracey Ullman Show
78	3.1/5	F	Duet
79	2.7/6	F	Beyond Tomorrow

Syndication * Scorecard

(Week ending June 11)

Rtg.	Show	Stns.	Covg.
1.	12.3 Wheel of Fortune, syn.	226	98
2.	11.1 Jeopardy!	208	97
3.	9.2 Cosby Show	197	97
4.	8.2 Oprah Winfrey Show	213	99
5.	8.1 Star Trek	233	97
6.	7.6 Wheel of Fortune, wknd	195	88
7.	6.6 A Current Affair	149	91
8.	6.6 Entertainment Tonight	166	94
9.	5.9 MCN Awards, 23d Annual	144	91
10.	5.8 People's Court	187	94
11.	5.6 Cousteau, special	144	92
12.	5.5 Donahue	225	99
13.	5.2 Geraldo	197	98
14.	5.1 Mama's Family, syn	190	91
15.	4.9 Friday the 13th	216	95

The following programs are included, but not ranked:

9.3 National Baseball Network	75	88
8.4 World Wrestling Fed.	235	96

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